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OHIO BLUE TIP

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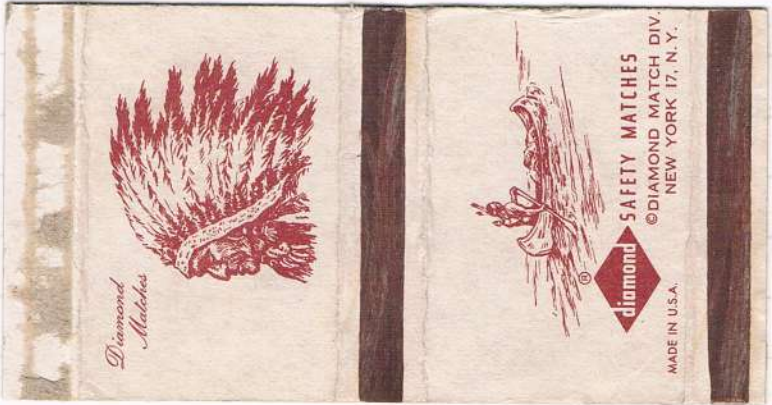
OHIO BLUE TIP

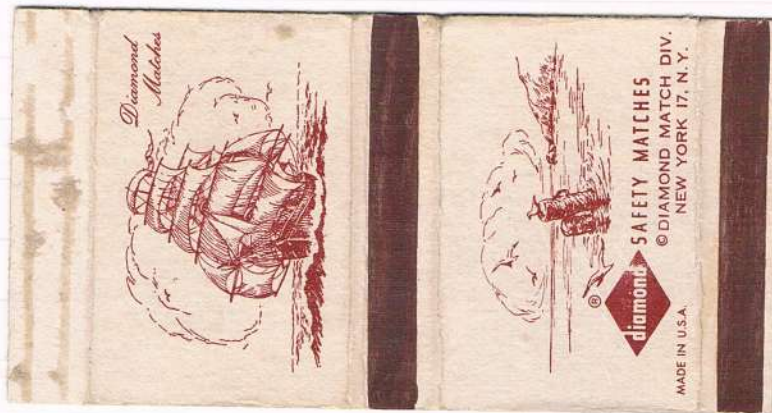
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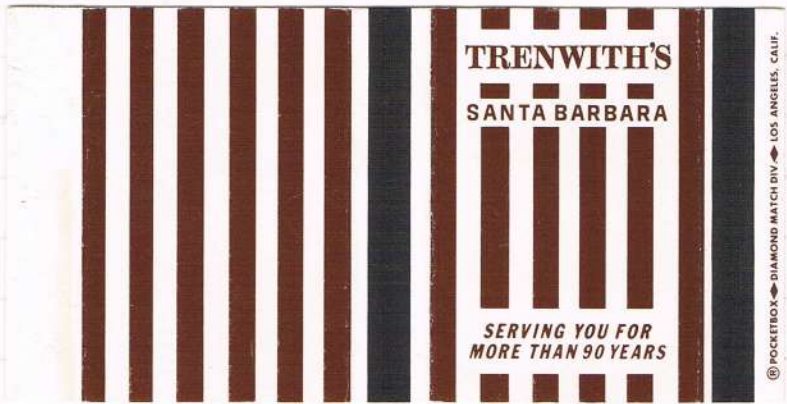
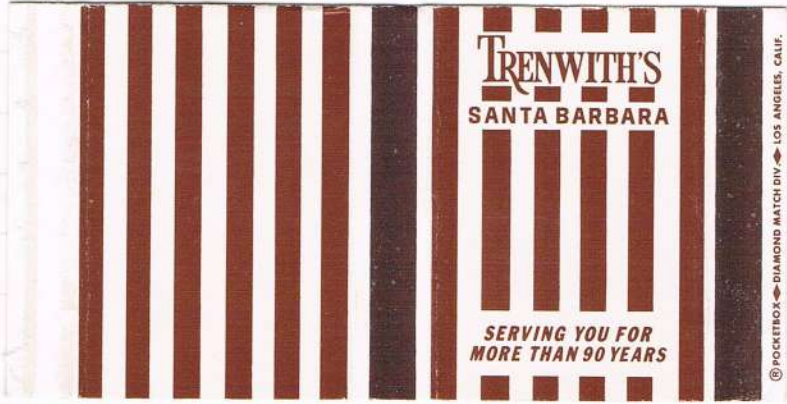






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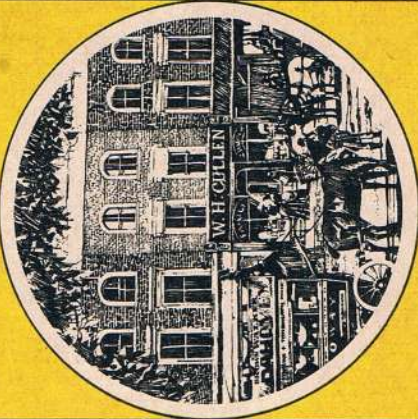


Specially made for THE CORNISH MATCH Co ST IVES CORNWALL



Cullens Centenary Year 1876-1976

CULLENS HOUSEHOLD SAFETY MATCHES



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Cullens Centenary Year 1876-1976



Specially made for THE CORNISH MATCH Co ST IVES CORNWALL



A hundred years of quality trading.

In 1876 William Henry Cullen opened his first shop at 360 Essex Road, Islington, London. His trading policy was Quality, Value and Personal Service. It was with these principles as a basis that he set out, and the business was soon to expand. By the turn of the century he had passed the 50 mark, and in 1920 he "scored his century".

W. H. Cullen died in 1932. His eldest son, John Bury, took over the reins. With the aftermath of World War II it was a great achievement for him in 1949 to turn W. H. Cullen & Sons into Cullen's Stores Limited.

"Mr. Jack" was Chairman until 1965 when he handed over to his son, John Desmond. He upheld his grandfather's policy of taking a personal interest in the staff. In 1968 he was forced to retire through illness and the Chairmanship was handed over to his cousin, William Keith Rogers.

We now trade from 134 outlets and have a turnover in excess of £10,000,000.

Although the shop locations have changed the original policies have remained. Many shops are now "self selection" although the traditional friendly atmosphere is maintained. Wherever possible we have separated the wine departments from the grocery and created off-licences trading under "Winemart".

Our latest venture is the opening of "Gourmet & Goblets" which specialise in delicatessen and fable wines.

Apart from our regular offers we will run five spectacular promotions during 1976.

We want you to enjoy your shopping in 1976. So come to Cullens - the stores where the good things will be.



W.H. Cullen Station Road, Dorking, Surrey.